DOCUMENT RESUME

ED 403 906 IR 056 283

AUTHOR	St. Clair, Guy
TITLE	Power and Influence: Enhancing Information Services within the Organization. Information Services Management Series.
REPORT NO	ISBN-1-85739-098-9
PUB DATE	94
NOTE	183p.
AVAILABLE FROM	Bowker-Saur, 121 Chanlon Road, P.O. Box 31, New Providence, NJ 07974-0904 ($34.95).
PUB TYPE	Books (010) -- Guides - Non-Classroom Use (055) -- Reports - Descriptive (141)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Decision Making; Evaluation Methods; Information Services; Interprofessional Relationship; Librarians; Library Administrators; *Library Development; Library Funding; *Library Services; Organizational Climate; *Organizational Objectives; *Power Structure; Program Development; Strategic Planning
IDENTIFIERS	Networking; Partnerships in Library Services

ABSTRACT

As funds for supporting library and information services dwindle, librarians are beginning to recognize the value of evaluating and justifying their library in terms that the decision makers--those who control the budgets--understand. This book offers proven techniques for implementing a program that both promotes information services and dispels negative perceptions about the value of these services. The principles outlined in this book can be applied to any type of workplace, and the techniques recommended are similar to those used by elected officials who must build support for government policies and programs. The author emphasizes the importance of building a base of support within the organization that involves networking, strategic partnerships, and personal relationships with those who are the organization's key decision makers. Highlights include: understanding corporate culture in the 1990s; the librarian/information services professional as manager; organizational strategy and organizational priorities; challenging and changing your organization's perceptions about library and information services; finding advocates within the organization; the value of networking; strategies for justifying information services; and measuring your success. (Author/AEF)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

THIS
DOCUMENT
NOT
AVAILABLE
FROM

EDRS